

What is claimed is:

1. A holographic material produced by a batch process for applying a holographic image to a substrate, the process comprising:
  - providing a printing element having a polished surface;
  - applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;
  - engraving the coated surface to provide a holographic image thereon, the holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;
  - providing a substrate;
  - applying a bonding material to at least one of the substrate and the first surface of the holographic image; and
  - disposing the substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing the holographic material and thus removing the holographic material from the polished surface of the printing element.



2. The holographic material produced by the batch process of claim 1 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.
3. The holographic material produced by the batch process of claim 2 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.
4. The holographic material produced by the batch process of claim 2 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the surface of the printing element is resilient.
5. The holographic material produced by the batch process of claim 2 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the surface of the printing element is non-resilient.
6. The holographic material produced by the batch process of claim 1 for applying a holographic image to a substrate wherein, in the step of applying a coating, the coating is selected from the group consisting of metallic polymeric



film, non-metallic polymer film, foil, metallized lacquer, non-metallized lacquer, iridescent film, ink containing metallized glitter mixed with a lacquer, and combinations thereof.

7. The holographic material produced by the batch process of claim 1 for applying a holographic image to a substrate wherein, in the step of providing a substrate, the substrate is constructed of a material selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

8. The holographic material produced by the batch process of claim 7 for applying a holographic image to a substrate wherein the substrate has a substantially rough, textured surface.

9. The holographic material produced by the batch process of claim 7 for applying a holographic image to a substrate wherein the substrate has a smooth surface.

10. A holographic material produced by a batch process for applying a holographic image to a substrate, the batch process comprising:  
providing a printing element having a polished surface;



applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

engraving the coated surface to provide an image on the coating;

applying a metallic constituent or component to the image to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

providing a substrate;

applying a bonding material to at least one of the substrate and the first surface of the holographic image; and

disposing the substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing the holographic material and thus removing the holographic material from the polished surface of the printing element.

11. The holographic material produced by the batch process of claim 10 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the printing element is selected from the group consisting of a flat plate and a platen press.



12. The holographic material produced by the batch process of claim 11 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

13. The holographic material produced by the batch process of claim 11 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the surface of the printing element is resilient.

14. The holographic material produced by the batch process of claim 11 for applying a holographic image to a substrate wherein, in the step of providing a printing element, the surface of the printing element is non-resilient.

15. The holographic material produced by the batch process of claim 10 for applying a holographic image to a substrate wherein, in the step of applying a coating, the coating is selected from the group consisting of polymeric film, foil, lacquer and combinations thereof.



16. The holographic material produced by the batch process of claim 10 for applying a holographic image to a substrate wherein, in the step of providing a substrate, the substrate is selected from the group consisting of polymeric film, foil, paper, tissue, laminates thereof and combinations thereof.

17. The holographic material produced by the batch process of claim 16 for applying a holographic image to a substrate wherein the substrate has a substantially rough, textured surface.

18. The holographic material produced by the batch process of claim 16 for applying a holographic image to a substrate wherein the substrate has a smooth surface.